



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication Skills							
Course Code		İŞT185		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, students will gain competencies to communicate between oral, non-verbal, written, formal, non formal and intra-organizational and non-formal.							
Course Content		Formal communication, Formal communication, Non formal communication, Formal communication, Formal communication, Non-organization communication.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Gonca KÜÇÜK, Ins. Zühal MOLLAOĞULLARI, Lec. Aylin DİLEK							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Temel İletişim- Aybike Serttaş Ertike
2	İletişim- Orhan Küçük

Week	Weekly Detailed Course Contents	
1	Theoretical	Oral Communication
2	Theoretical	Oral Communication
3	Theoretical	Written Communication
4	Theoretical	Written Communication
5	Theoretical	Written Communication Making non-verbal communication
6	Theoretical	Making non-verbal communication
7	Theoretical	Making non-verbal communication
8	Theoretical	Formal Communication
9	Intermediate Exam	midterm
10	Theoretical	Formal Communication
11	Theoretical	Formal Communication
12	Theoretical	Formal Communication Informal (Informal) Communication
13	Theoretical	Informal (Informal) Communication
14	Theoretical	Informal (Informal) Communication
15	Theoretical	Communicating Outside the Organization
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	1	0	28	28
Assignment	1	0	10	10



Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Individual Communication
2	Communicating Organizationally
3	Learning the forms of intercultural communication
4	Effectively apply the necessary elements for an effective conversation.
5	Have the ability to develop healthy communication in conflict situations.

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L3
P1	5	
P2	5	
P3	5	5

